What Is Claimed Is:

1. A method for producing a conductive coating on an insulating substrate, comprising: equipping, in selected regions, at least one surface of an electrically insulating substrate with a coating of an electrically highly conductive first metal;

cleaning the at least one coated surface;

seeding the coating with seeds of a second metal;

depositing a layer of the second metal onto the coating seeded with the seeds of the second metal; and

firing the substrate deposited with the layer of the second metal.

2. The method as recited in Claim 1, wherein:

the substrate includes one of a ceramic and an LTCC, and the first metal includes silver.

3. The method as recited in Claim 1, wherein:

the second metal includes palladium.

4. The method as recited in Claim 3, wherein:

in the depositing of the layer of the second metal, palladium is deposited at a ratio of from 0.1 to 50% percent by weight.

5. The method as recited in Claim 3, wherein:

in the depositing of palladium, the palladium is deposited in such a way that a concentration of greater than 20% percent by weight palladium results.

6. The method as recited in Claim 1, wherein:

the seeding and the depositing are performed according to an electroless procedure.

7. The method as recited in Claim 1, wherein:

the firing is performed at a temperature between 830 and 870°C.

- 8. The method as recited in Claim 1, wherein:
 the firing is performed at a temperature of 850°C.
- 9. An insulating substrate, comprising:
 - a conductive coating made of one of silver and palladium;
 - a layer made of one of a ceramic and LTCC, wherein:
 - a palladium content of the conductive coating being between 0.1 and 50 percent by weight.
- 10. An insulating substrate, comprising:
 - a conductive coating made of one of silver and palladium;
 - a layer made of one of a ceramic and LTCC, wherein:
 - a palladium content of the conductive coating is greater than 20 percent by weight.

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